

EXPECT 400,000 AT BIG MOTOR SHOW

New Owners and the Ever-
Present Prospect Will
Swell Attendance.

With but five weeks remaining before the doors open on the sixteenth National Automobile Show at Grand Central Palace on January 6, speculation is keen over the probable attendance at this leading event in the automobile world. Each year with the increasing interest in motoring the crowds that have flocked the exhibition building have become greater, with the high water mark being reached last year when, according to a report made by S. A. Miles, who manages the New York and Chicago shows for the National Automobile "Chamber of Commerce, Inc., there were 325,000 paid admissions to the New York event. This represented an increase of about 33 per cent over the attendance for 1915.

That even this remarkable attendance will be surpassed at the forthcoming show is the belief of those who are in close touch with the automobile situation. It would not be surprising if the 400,000 mark were reached during the week, as the latest estimates of the motor world are on display at the Grand Central Palace this year. Those who believe this attendance likely are based on the prediction of the always growing army of automobile enthusiasts who, while never owning a car are motorists at heart, are keenly interested in the new models and the mechanical changes in the older makes, always with the idea in mind that some day they will be in a position to own one. Each year thousands of such persons attend the big motor shows and make careful inspection of the modern mechanical creations that are rapidly revolutionizing the transportation of the country.

Since the last show there have been nearly 50,000 new cars sold in New York State, a large percentage of them registered in New York city. These new owners can also be considered likely prospects for the automobile shows, for the hundreds of accessories that add to the comfort and convenience of their cars will make a strong appeal to them. It is conservatively estimated that over 2,000,000 persons visited the national shows at Chicago and New York last year. This attendance is a far cry from the few thousands that were interested in the shows of the early days of transportation. The then new model cars were the main attraction, and the interest in the shows has been proportional to the development of the industry. From its humble beginning in New York, seventy years ago, the automobile show has developed until now it is recognized as an annual fixture in practically every county seat in the country.

With the unusual attendance at last year's show there was such a heavy demand for accommodations in the part of the out of town visitors that the New York hotels, commencing as they were, were sorely pressed to take care of the late comers. At that time the press department of the show helped matters considerably by preparing a list of places where accommodations were available, but it has been suggested by the hotel men, who now receive the "automobile show week" as a busy period in their year, that those who intend to visit New York to attend the 1917 automobile show should make reservations as far in advance as possible.

HUPMOBILE IS PLUGGING ON.

Has Covered Twelve Thousand
Eight Hundred Miles.

Having safely, although with great difficulty, driven through the deep snow regions of the Rockies, across the Sierras and into the warmer climes of the South, the Hupmobile car is again making fast time in its tour of the States of the nation. The car, driven by C. E. Salisbury and George L. Hup, made the last week in thirty-fourth and thirty-fifth centuries, leaving Denver the party passed over the dangerous Continental Divide at Raton Pass and made Santa Fe, N. M., after which it passed on over the mountain and desert section of Arizona to Phoenix.

From Phoenix, the party drove over the mountain route to Austin, Tex., and at the first night's stop on this long trip to the southland the car had covered twelve thousand eight hundred miles since the start in Washington on August 2.

1917 STUDEBAKERS HAVE BIG FEATURES

Refinements and Improve-
ments Make Them Best Ever
Turned Out by Company.

When Studebaker brought out the Series 17 models for 1917, it proved that quantity production, scientific manufacturing methods and a wealth of manufacturing experience could reduce prices and yet maintain high standards of quality. And now, in the Series 18 cars, just announced, Studebaker once more starts the motoring public and lives up to all expectations.

Because of the refinements and improvements in the Series 18 cars, resulting in smoother running, more comfort and greater convenience, these cars stand out prominently as the leaders of all Studebaker models yet produced.

This new Studebaker is unchanged in basic design, yet the many improvements and refinements noticeable throughout make the new models infinitely better in every way.

At first glance it is evident that exterior changes have been made in the new Studebaker. The new models are finished in a gun metal gray. A fine white stripe running around the top of the body adds just the right decorative touch to the dignified beauty of this soft tone of gray. The radiator, fenders and axles are enameled in lustrous black. Twenty-five paint and varnish operations are required to reach a Studebaker finish effect obtained goes far in substantiating the claim for a quality car.

One of the distinctive features of the car is the new unique arrangement of the front seats. As in the Series 17 models, they are separate and built to conform with the contour of a person's back, but in the new cars the seat next to the driver's is reversible. It is a new and exclusive Studebaker idea, and it permits the passenger in the front seat to become more intimately a member of the motoring party. Operating easily and simply upon a bracket arrangement, the passenger may face forward or face the driver, as it suits his or her convenience. Both front seats are adjustable to meet the requirements of persons of different leg lengths. A flexible leather-strap, which fastens to the backs

of the front seats, will be found both serviceable and convenient.

The tonneau is roomier than ever, because the auxiliary seats are now of an entirely new design, developed by Studebaker within the last year. Instead of folding back against the sides of the car, up against the back of the front seat, or down into a recess in the bottom of the floor, these new Studebaker auxiliary seats fold up and completely disappear under the rear seat when not in use. These new seats are now arm chairs, adding greatly to the comfort of the extra passengers. The new type of Blackwood door curtain opener is another innovation which will be appreciated in bad weather. It represents an entirely new idea from a convenience standpoint, and it uses the storm curtain open with the door from top to bottom. This patented feature does away with the necessity of crouching or sliding when alighting from the car, and prevents crushed hats and broken feathers.

Both the careless and the unfortunate motorist will find reason to endorse the new protection feature added in the new models. To protect the owner against theft and unauthorized use of his car, Studebaker this year adds a Yale pin-tumbler lock to the equipment on dash. Without its own proper key cannot be operated.

The new Studebaker every weather top will now remove one of the bug-bears of winter motoring in touring cars. This convertible top, made exclusively for Studebaker, really gives you the use of two cars for the price of one. It is designed and fitted to the body so well

ARMY MOTORCYCLE TEST.

Despatch Carriers Will Make Trans-
continental Trip at Speed.

A more difficult test of motorcycle tires could hardly be planned than the one to which Dunlop tires, military despatch riders, will put Firestone Non-Skid tires within the next few days.

Under conditions as near those of actual war as possible, Dunlop will carry a message from Major-General O'Day of McAllen, Tex., to Gov. Whitman at Albany, N. Y.

Speed will be the thought uppermost in Dunlop's mind during his cross-country dash, and with sandy deserts, rocky mountain passes and rutted roads to travel, Dunlop's Firestone tires and Harley-Davidson motorcycle will give an almost unmatchable endurance.

The performance of both machine and equipment will be under the observation of the United States War Department. Dunlop's trip has the endorsement of military officials stationed in the motorcycle as a mount for despatch service.

In making the trip Dunlop will cover approximately 2,700 miles. The first forty miles of his journey will be over rough desert trails with no charted roads. Dunlop will pass through Oklahoma, Kansas, Illinois, Indiana, Ohio, Pennsylvania, West Virginia, Maryland, New Jersey and New York city on his way to Albany.

He will use a side car combination motorcycle, being accompanied by Harvey Edwards, another military despatch rider on the border. They will carry two camping kits weighing fifty-five pounds each. The actual load on the Firestone tires and Harley-Davidson machine will be 455 pounds. Dunlop, weighing 174 and Edwards 155, and pair will begin the trip as soon as they receive orders from the proper military authorities.

"SILVER SERVICE SATISFIES."

Big Dealer Gets Factory Expert Here.

C. T. Silver has made a reputation on the service he gives to his customers. Discussing service he says:

"You can bank on it that the slogan 'Silver service satisfies' will eventually be commended by New York motorists generally as meaning exactly what it says.

There is being introduced to New Yorkers this week an electric car that is bound to meet with favor, because it upsets the old idea that a first class car of this type must be expensive. Two years ago the idea of a leading electric car concern turning out a car bearing the name and selling for less than \$2,000 would have been considered preposterous. But such a car arrived here yesterday—Detroit Electric selling for \$1,775—and is now being exhibited by Sam W. Menefee at the Anderson Electric Car Company's branch, Sixty-second Street and Central Park West.

New Detroit Electric at \$1,775 a Great Family Car.

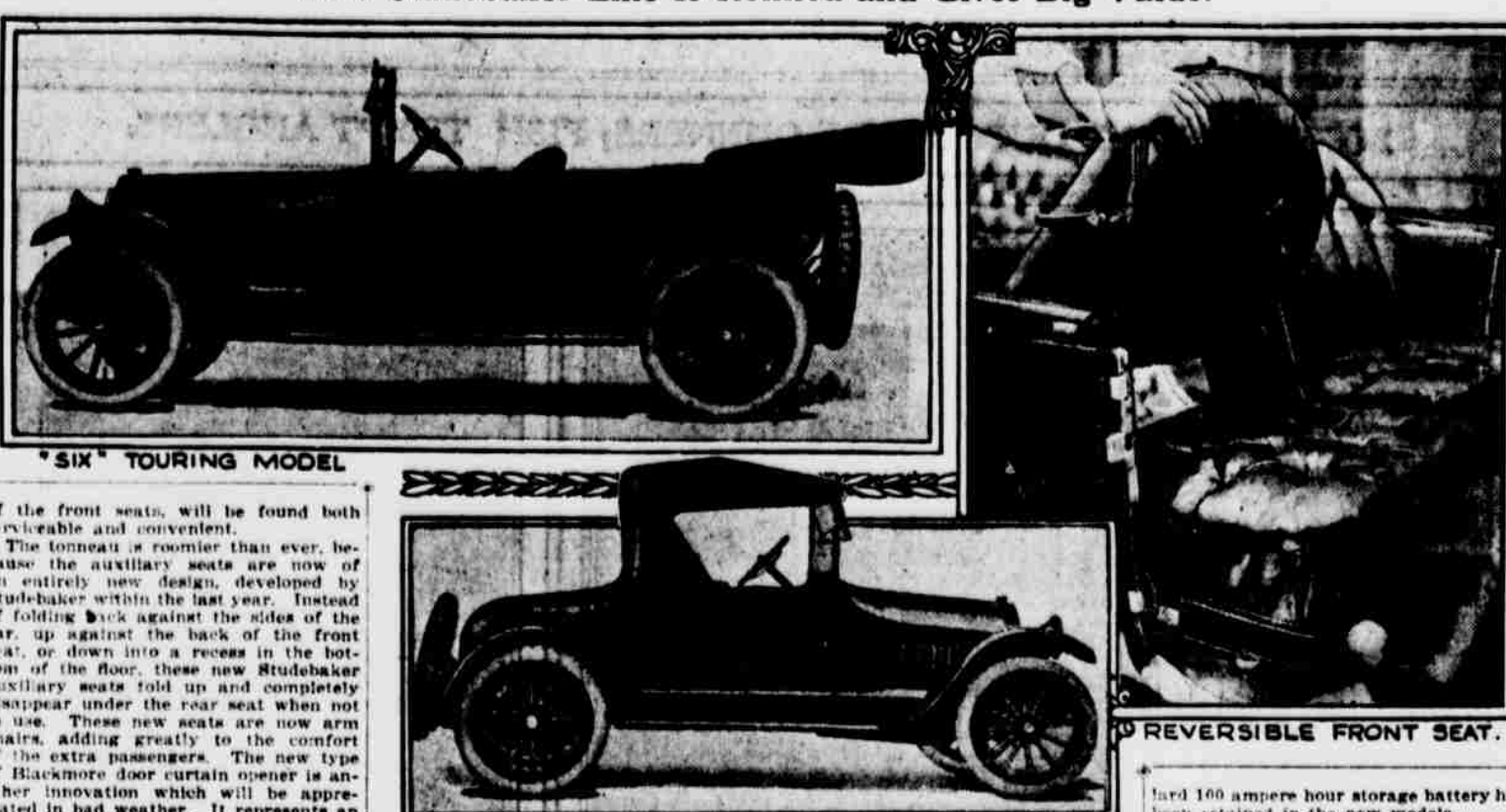


great utility of the car itself would seem to indicate that New York may become as great an electric car city as Chicago, Cleveland, Detroit and other large mid-West centers. The electric is no longer a woman's car only. It is a great family car, just as useful for the drive to the office as for the drive through the park and to the afternoon tea. Through an arrangement with one of the finest electric garages in the world, an electric car owner can operate such a vehicle at a remarkably low monthly expense.

The new \$1,775 car is a replica of the highest priced models. Answering the question, "How were you able to do it?" Mr. Menefee said:

"For a long time Mr. Anderson was not satisfied with the volume of electric car business, so a year ago he called to the heads of his factory department and branches and announced a new policy. He said he intended to build three times as many electric cars as ever before, and last year he did it, with the result that the business showed an increase of 341 per cent over that of the previous year.

New Studebaker Line Is Refined and Gives Big Value.



"SIX" TOURING MODEL

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that it becomes a part of it—there's no suggestion whatever of a makeshift or compromise. It adds not only to the pleasure of motoring but to the utility and convenience of the automobile.

The same powerful Studebaker motor that brought fame to the Series 17 models has been retained in the new cars. It has been refined in detail, but no radical changes have been made. The principal features, and one of deep concern to motorists, is the elimination of all noticeable vibration. This has been accomplished by using a piston of superior design and the lightening of certain reciprocating parts. The chassis frame is the same light construction which has characterized all Studebaker cars. Slight changes have been made in some of the chassis parts.

Improvements in the lubrication system not only give a positive feed under

all conditions, but eliminate all lubrication troubles. The full floating safety insuring Studebaker rear axle with a complete equipment of Timken bearings retains the same in principle as heretofore, but this too has been greatly strengthened. A minor change in design of the Studebaker-Wagner electrical system has made it possible to increase the starting energy about 12 per cent, giving it ample power to crank even the big six-cylinder motor without effort.

In addition to the changes mentioned there have also been further improvements in the carburetion system, which adds to the power of the engine and gives greater economy, rendering the adjustment of the entire carburetion system about as positive and permanent as the combined skill of Studebaker and Chrysler engineers could make it. The Wil-

"FOUR" ROADSTER MODEL

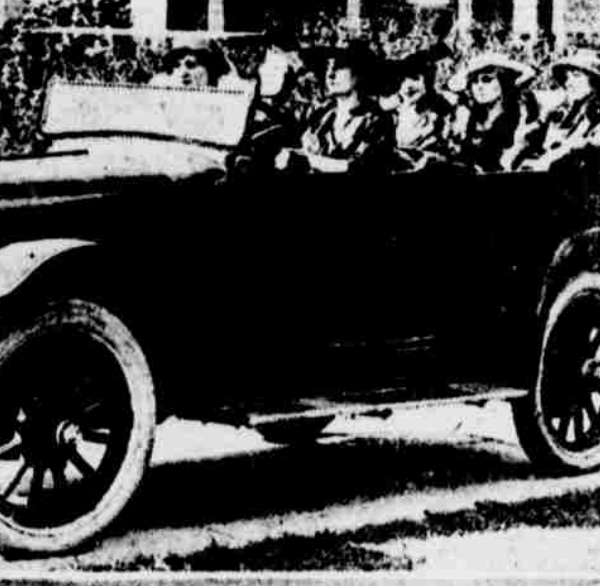
lard 100 ampere hour storage battery has been retained in the new models.

Summing up the added comfort, luxury, improvements and greater convenience, with a more handsome appearance than ever before, these Series 18 cars are sure to become even more popular than any of the distinguished previous models.

In the four cylinder forty horse-power models the three passenger roadster will sell at \$950; the seven passenger touring car at \$1,150; and the three passenger landau roadster at \$1,150. In the six cylinder fifty horse-power models the three passenger roadster is to sell at \$1,170; the seven passenger touring car at \$1,180; the three passenger landau roadster at \$1,350; the seven passenger touring sedan at \$1,700; the four passenger coupe at \$1,750; and the seven passenger limousine at \$2,600.

In addition to the pleasure car Studebaker also manufactures three models in half ton and three models in one ton commercial cars.

Willys Six Is the Latest Creation of Note.



A new six cylinder car of many refinements has just been announced by the Willys-Overland Company—the Model 88 Six, to be known to the automobile world as the "Willys Six."

This latest product of the big Toledo factory is a seven passenger automobile with a 45 horse-power motor and a wheel base of 125 inches. It sells for \$1,325.

In body, design and coach work the Willys Six shows numerous distinct departures, although in chassis construction the manufacturers have largely adhered to previous standards.

Undoubtedly the most radical departure is in the body design. The long wheel base is accentuated by the long straight lines and the roll edge of the body giving the car a pronounced long appearance. All doors are perfectly flush, with hinges concealed and handles inconspicuous.

The body is of the fashionable double cowl type, in which the top line of the front seats merges into the top line of the body. A pleasing harmony is secured by gradually rounded crown fenders and a sloping windshield. The trunk of the body, a deep front end, is encased by black fenders and trimmings. The wheels are gray.

In the design of the Willys Six much thought was given to the comfort and convenience of the driver and passengers. This is emphasized in the deep and spacious 48 inches in length, the long wheel base and the large trunk, 55 by 44 inches. Non-skid tires are used in the rear. The tires are of course mounted on demountable rims.

own power. Not even the grease cup on the right rear spring had been overlooked by the accident. This accomplishment proved what the Mack truck is made of.

This undertaking of the Mack was not staged as a "stunt." The huge cost of taking the truck to the mountain top and the Mack was able to handle it there.

NASH COMPANY'S BIG GAIN.

Three Months Business Shows 381
Per Cent Increase.

During the first three months of C. W. Nash's active presidency of the Nash Motors Company, successors to the Thomas B. Jeffery Company at Kenosha, Wis., Jeffery sales have broken all records, according to Al Reekie, general sales manager.

"The month of November, just closed, was the biggest sales month in the history of this plant," said Mr. Reekie. "During those thirty days our books show an actual increase of 381 per cent over the business done in the corresponding month last year."

"We have just finished compiling the big increase in car orders, which were placed during and immediately following our dealers' conference here November 13 and 14. The figures show that our production must be speeded up at least 25 per cent to fill immediate orders, and that our dealers have secured contracts covering all four and six cylinder cars that we will be able to build during the coming season."

"Since September 1, when Mr. Nash first came to Kenosha, our sales have been keeping just ahead of our production. It is particularly significant that at this time, which is normally the slack selling season of the year, that under Mr. Nash's leadership the company should break all prior records. Every indication points to December as even a bigger selling month than the period just passed."

3½ TON MACK CARRIES 10 TONS.

Climbs Mount Wilson With Section
of Great Telescope.

One of the most conclusive demonstrations of the practical utility of a motor truck was the performance of a Mack truck and a half ton truck on the Mount Wilson, California, mountain trail on October 29, when the huge bottom section of the new 100 inch Carnegie Observatory telescope was carried to the summit. Driven by J. A. Stohr, manager of the Mack Motor Truck Company of Los Angeles, the Mack truck accomplished in one day what would have taken practically a year by any other method of transportation.

Subjected to the most terrific strain known, this Mack truck not only carried a load weighing almost three times its rated capacity up the steep tortuous trail, but at one time when the right rear wheel was crushed over the mountain side, the entire load was thrown on one wheel and the rear axle, causing a torsional strain on the truck chassis that was incalculable.

After being in this perilous position for five hours the truck was pulled back on a firm base the motor started and the Mack delivered its load under the

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WIN PRIZES FOR WINTON MILEAGE

Remarkable Distances Covered
by the Prize Winners, Who
Get \$5,500.

Judges of the Winton company's ninth annual contest for employed chauffeurs met in Cleveland the other day and awarded the \$5,500 prize money. George Felt of Minneapolis, chauffeur for H. D. McCord, won first prize, \$500. William C. Ball of Kalamazoo, chauffeur for F. F. Howe, was awarded second money, \$400. Alfred Shibley of Pittsburgh, chauffeur for J. W. Lloyd and W. M. Newcome of Atlanta, chauffeur for M. R. Hirsch, won third and fourth prizes respectively, \$300 and \$200.

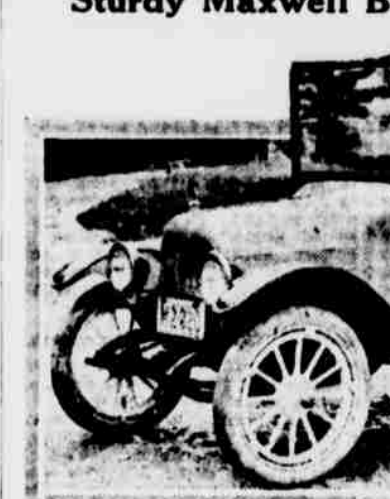
The judges who reviewed the sworn reports of owners and chauffeurs and awarded the prize money were R. E. Howe, John A. Dickson, Steven C. Rawlins, Graham Patterson and J. Williams Macy, all of Chicago.

More interesting than the report for any single year are the grand totals for the entire period during which contests have been conducted—nine years. Here are the figures:

Number of cars that travelled 5,000 miles or more each, 526.
Total mileage made by these cars, 5,509,049.3.
Average miles per car, 10,274.
Total repair expense for all cars, \$5,640.64.
Average repair expense per car, \$10.82.
Average repair expense per car, 1,000 miles, \$1.05, or less than one-ninth of one cent per mile.

It is interesting to note that the total distance travelled by these Winton Six cars, every mile of which was sworn to by both the car owner and his chauffeur, is greater than would be travelled on 220 tours around the earth at the equator.

Sturdy Maxwell Brougham Has Style.



"We are in the midst of the biggest, closed car season we have ever experienced," says Harry J. De Bear, manager of the local branch of the Maxwell Motor Sales Corporation.

"The public is certainly becoming more and more acquainted with the fact that New York city with its heavy traffic, due to streets and tremendous population is the logical place for the use of a small town car. The Maxwell Brougham is peculiarly adapted to these conditions with a modest wheel base that gives absolutely every comfort in riding quality and yet is capable of being turned in the narrowest street with a single turn of the wheel. This feature alone makes it indispensable to the average New Yorker, who is always in a hurry and is constantly being held up

due to traffic congestion all over the city.

"The Maxwell Brougham has gained considerable favor with those owning large cars who find them impracticable for city work. The town cars and broughams range in price from \$915 to \$1,500."

NEW SAXONS

AT REDUCED PRICES

Six-Cyl. Five-Pass. Touring
Four-Cyl. Two-Pass. Roadster

The above model Saxons can be purchased at a substantial reduction below list price. They are absolutely new, fully equipped, and we would suggest your calling immediately to see the cars and make your bargain, also to the man who is looking for a new car in a used car lot. Come in and see the Four and Six Cylinders. Saxons, thoroughly overhauled, best built car on the market and the most economical in gasoline and maintenance. All the cars are well worth your investigation, on exhibition at

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WINTON SIX

Advance in Price

On and after December 15, 1916, the price of the 33 Winton Six will be advanced \$200. This increase will apply to both closed and open cars.

The Winton Company

Broadway at 70th St.

for Five and one-half million miles certain constitutes an extraordinary test of the standing up quality of motor car. And the average repair expense indicates that a Winton Six owner travelling 25,000 miles per year would encounter repair expenses of \$25.75 per annum. The Winton Company is believed to be the only manufacturer in the world that makes any effort to compile a record of the repair expenses of its cars in the hands of individual owners.

NEW BOUR-DAVIS INTEREST.

Want Cars in Connecticut and Up-
State.

The Morton W. Smith Company's wholesale managers report great interest in Bour-Davis cars. Henry Rowland and C. L. Dixon, wholesale managers of Connecticut and New York respectively for the Morton W. Smith Company, Eastern distributors of Bour-Davis "Eight" and "Eighty" have just returned from trips through their territory. Mr. Rowland has been out for a month and Mr. Dixon for three weeks. Both report that dealers showed unusual interest in the Bour-Davis car and were expectantly waiting details regarding the Murray "Eight."

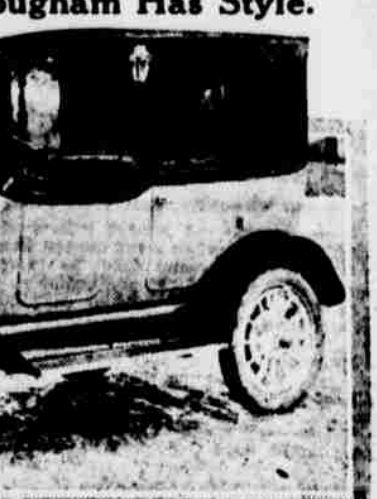
It is interesting to note that both men found that the Bour-Davis delivered eleven miles to a gallon of gasoline and almost unbelievably light consumption of lubricating oil.

Mr. Dixon reports the roads in the northern part of New York State as being in excellent condition. There are a great many tourists taking advantage of the northern New York roads and the remarkable weather conditions which have prevailed this autumn.

The new Murray "Eight" is now being exhibited in the Morton W. Smith Company's new retail showroom, at 228 West Fifty-seventh Street, and in creating a sensation. A host of experienced automobilists have subjected it to critical examination and not a single man has failed to praise it unconditionally.

Since the addition of two pleasure cars to their former line of Federal motor trucks, the Morton W. Smith Company has found it necessary to add a number of expert mechanics to their splendidly equipped service station, at 136 to 146 West Fifty-second Street.

Sturdy Maxwell Brougham Has Style.



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